



Docket No.: 056902-0011

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Customer Number: 20277
 Sung-chul SOHN : Confirmation Number: 4361
 Application No.: 10/563,287 : Group Art Unit: 2617
 Filed: January 03, 2006 : Examiner: Not yet assigned

For: SYSTEM AND METHOD FOR ZONE-BASED PERSONALIZED INFORMATION PROVIDING

POWER OF ATTORNEY FOR PATENT APPLICATION BY INVENTOR(S)

The undersigners, both Sung-Chul SOHN and SK Telecom Co., Ltd., are the joint owners of the entire right, title and interest in and to said above-identified application, and any subsequently filed divisional, continuation, or reissue application, including international and foreign applications claiming priority thereto.

The undersigners hereby appoints the registered practitioners of McDermott Will & Emery LLP, included in the Customer Number provided below, with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

CUSTOMER NUMBER 20277

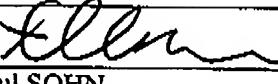
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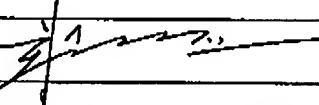
McDermott Will & Emery LLP
 600 13th Street, N.W.
 Washington, D. C. 20005-3096

Application No.: 10/563,287

Direct Telephone Calls to: Telephone 202.756.8000



Signature:	
Name (typed):	Sung-Chul SOHN
Date:	December 29, 2006

Signature:	
Name (typed):	Executive Director: Seok-jin HWANG
	SK Telecom Co., Ltd.
Date:	Dec. 29, 2006